

info sub Rexall Drug Chem Co, Los Angeles

AR43

pls file
KS

June 26, 1963.

FACT SHEET

JUN 27 1963

THE REXALL DRUG COMPANY LIMITED OF CANADA BEGAN OPERATION OVER HALF A CENTURY AGO WHEN LOUIS K. LIGGETT OPENED THE TORONTO OFFICE IN 1909, SEVEN YEARS AFTER FORMING THE UNITED DRUG COMPANY IN BOSTON, MASS. THE FIRST MANUFACTURING OPERATION WAS OPENED IN TORONTO ON LAKE STREET BETWEEN BAY AND YORK STREETS AND THE FIRST ORDERS WERE SHIPPED FROM THIS PLANT APRIL, 1910. THE PLANT MANUFACTURED ONLY MEDICINES AT FIRST, BUT LATER OPENED A PERFUME DEPARTMENT. OTHER DEPARTMENTS FOLLOWED AND BUSINESS PROGRESSED.

LIGGETT CONCEIVED THE IDEA OF UNITING INDEPENDENT DRUGGISTS, AND, ALSO OF MANUFACTURING PRIVATE FORMULAS THROUGHOUT THE ORGANIZATION. HE THEN BUILT THE CO-OPERATIVE VENTURE INTO A NATIONWIDE FRATERNITY. THIS PARTNERSHIP ARRANGEMENT HAS BEEN IN EXISTENCE SINCE THE BEGINNING OF THE COMPANY AND IS HIGH-LIGHTED TODAY BY THE REXALL ADVISORY COUNCIL, CONSISTING OF FIVE GROUPS OF INDEPENDENT PROPRIETORS OF REXALL STORES ACROSS CANADA WHO MEET WITH REXALL EXECUTIVE PERSONNEL TO DEVISE MERCHANDISING AND SELLING PLANS ON A CO-OPERATIVE BASIS.

IN 1914 THE FACTORY WAS MOVED TO A NEW BUILDING AT 68 BROADVIEW AVE. WHERE THE HEADQUARTERS WAS ESTABLISHED FOR 44 YEARS. IN JUNE, 1958, IT WAS MOVED TO ITS PRESENT HEADQUARTERS. A 192,000 SQUARE FOOT BUILDING IN COOKSVILLE. REXALL NOW SELLS AND DISTRIBUTES OVER 2,500 DIFFERENT PRODUCTS, WITH OVER 1,000 MEDICINES AND COSMETIC PRODUCTS BEING MANUFACTURED IN THEIR OWN PLANT. DISTRIBUTION TO ALL EASTERN CANADA

Purchase mat. for 400 Cdn supplies

Longest drug mfg concern ~ Cdn of the type

Employ 350 at plant

50% divs Cdn ~ incl 2 outside divs

Added, March
Allen Burton

Sell only to drugstore - only - the call drugstore -
a drug co. - purchasing
Export used sales (yr) (altho' tougher than ever to make \$
competition severe) sell to one store in 3

most res. done in US (about 75%)

Study 25% ownership pros & budget
wants to see what happens in Cth.

Only stock avail. o. parent co. - don't have
considering list of ^{stock of parent co.} on Tor X. - want \ listed on Tor.

Sell only to stores of pharm to - want change.

Refuse all entries of offers from every Disc House in NA.

but will sell to discounters w/ pharm to

Do the label work but not by proportion + overflow work for others

company we sold remaining 35 Leggett Street + comb
x they take a franchise

for deal of store - its diff \ - comp w/ custom

get out of it but in US - for stores in Cth coats
but get out of it + US

Cdn drug merch buying piece of US divs. Don't look for
drastic red of no of drugstores in Canada. seeing
tend back - more service - delivery, charges, sell to pharm

Hardly other lines will continue

(3) purveyors of recreation, always innovative

Trend to large store
as trend to soft goods - clothing, pet ^{supplies}, plants
(a dance at store had mostly for sale)

Trend back to paper market - upgrade of prescriptions dept

AND TO LAKEHEAD REGIONS IS FROM THE COOKSVILLE WAREHOUSE. A NEW AND MODERN WAREHOUSE IN WINNIPEG SERVICES ALL OF WESTERN CANADA.

THE PARTNERSHIP BETWEEN REXALL DRUG CO. AND THE REXALL DRUG STORE OWNERS IS UNIQUE IN CANADA. EACH REXALLITE IS AN INDEPENDENT FRANCHISED DEALER WHO, THROUGH THE REXALL PLAN, IS ABLE TO SUCCESSFULLY COMPETE WITH THE MASSIVE BUYING POWER OF CHAIN GROCERY STORES, DEPARTMENT STORES AND DISCOUNT HOUSES.

THE REXALL PLAN INCLUDES THE DISTRIBUTION OF HIGH QUALITY, GUARANTEED PRODUCTS TO FRANCHISED INDEPENDENT DRUG STORES, EXCLUSIVELY, AND CONSUMER SALES PROMOTION PLANS BACKED BY NATIONAL ADVERTISING, SUCH AS REXALL'S ORIGINAL 1¢ SALES. THIS IS COUPLED WITH THE PURCHASING POWER, COST EFFICIENCY AND VOLUME DISCOUNT AVAILABLE THROUGH CENTRALIZED MANUFACTURING FACILITIES AND A DIRECT FACTOR TO DRUGGIST DISTRIBUTION SYSTEM.

OVER THE PAST DECADE REXALL SALES HAVE INCREASED OVER 75% AND FRANCHISED REXALL DRUG STORES HAVE CLIMBED IN NUMBER TO ALMOST 1,500, WHICH REPRESENTS ABOUT ONE THIRD OF ALL THE DRUG STORES IN CANADA.

ONE OF THE MOST SUCCESSFUL MERCHANDISING TECHNIQUES USED BY REXALL IS THE FAMOUS 1¢ SALE. SO LARGE IS THIS PROMOTION THAT SPECIAL WAREHOUSING AND BILLING FACILITIES ARE SET UP FOR THE ADMINISTRATION OF THIS SALE. THROUGH THE MEDIUM OF NATIONAL ADVERTISING, THOUSANDS OF CUSTOMERS FLOCK TO THE REXALL DRUG STORES ACROSS CANADA -- THE ONLY OUTLET THROUGH WHICH REXALL MERCHANDISE IS SOLD. OTHER STOREWIDE MERCHANDISE PROMOTIONS HAVE A LARGE AND STEADILY INCREASING SALES VOLUME, ESPECIALLY OVER THE PAST FEW YEARS.

Nearly compr out other drugstore - its
growing gas str (aspirin, ment & gas stations)
^{lungative}
Some sell can of oil.

1st Salve not copied - invented by a former pres of 6 cony

NEW PRODUCT DEVELOPMENT IS A RESPONSIBILITY OF BOTH THE U.S. AND CANADIAN COMPANIES. SEVERAL NEW PRODUCTS HAVE BEEN DEVELOPED IN CANADA WHICH HAVE LATER BEEN MARKETED IN THE U.S., SUCH AS SUPER PLENAMINS INFANT VITAMIN DROPS AND TRIPLE ACTION ANTI-COUGH THROAT LOZENGES AND BABY ANTI-COUGH SYRUP HAVE BEEN DEVELOPED BY THE CANADIAN LABORATORY EXCLUSIVELY FOR THE CANADIAN MARKET.

THE REXALL ASSOCIATION OF 1,500 CANADIAN DRUGGISTS AND 10,000 UNITED STATES DRUGGISTS HAS PROVEN THAT THE PRESCRIPTION FOR SUCCESS LIES IN PARTNERSHIP AND CO-OPERATION.

REXALL DRUG COMPANY LIMITED

EXECUTIVE PERSONNEL

HOWARD K. VANDER LINDEN	PRESIDENT
NEIL B. MACDONALD	CHAIRMAN OF THE BOARD
PERCY G. MANCHEE	VICE PRESIDENT & SECRETARY
WILBERT M. ARMSTRONG	PLANT MANAGER
C. HARRY BLACK	CONTROLLER
LEONARD D. BRUNTON	DIRECTOR OF MARKETING
AUGUSTINE J. ENGLISH	DIRECTOR, and MANAGER OF WAREHOUSING
DAVID J. GARDNER	SALES MANAGER

June 26, 1963

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HOWARD VANDER LINDEN^x BECOMES PRESIDENT OF REXALL DRUG COMPANY LIMITED, JUNE 1963.

BORN IN PELLA, IOWA, MR. VANDER LINDEN WAS EDUCATED AT CENTRAL UNIVERSITY OF IOWA AND WHITTIER COLLEGE IN CALIFORNIA. *BA in journalism.*

FROM 1942 TO 1946 HE SERVED WITH THE UNITED STATES ARMY AS AN INFANTRY SERGEANT. HE JOINED REXALL IN 1947.

BEGINNING AS A SALES REPRESENTATIVE IN OREGON, HE WAS SUCCESSIVELY IN CHAIN STORE SALES, DEPARTMENT MANAGER OF THE TOILETRIES AND PURE FOODS DEPARTMENTS AND SALES PROMOTION MANAGER. IN 1955 HE WAS ELECTED TO THE BOARD OF DIRECTORS AND APPOINTED VICE PRESIDENT IN CHARGE OF MARKETING FOR REXALL CANADA, AND IN 1957 BECAME EXECUTIVE VICE PRESIDENT AND IN 1959 PRESIDENT OF CANADIAN OPERATIONS.

IN 1960 MR. VANDER LINDEN RETURNED TEMPORARILY TO THE U.S.A. AS GENERAL SALES MANAGER. UNDER HIS DIRECTION THE SALE OF REXALL PRODUCTS REACHED AN ALL TIME HIGH. IN JUNE OF THIS YEAR, HE COMPLETED HIS MISSION IN THE U.S.A., WHERE REXALLITES ARE STRONGER AS A RESULT, AND NOW RETURNS HOME TO TORONTO TO TAKE OVER HIS RESPONSIBILITIES AS PRESIDENT OF REXALL CANADA.

Wick - mty pass
SA
And in -
Meyers -
Canada

Stores - May countries
29 Japan Kenya

Export for here
29 west India
intend measure export

get potential
building up sports center
many countries and other

1500000000

Settlement for 1 GA
In general control
+ linked

Control for
SA
- 1000000000

not fully
- 1000000000

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HOWARD VANDER LINDEN, PRESIDENT OF REMAIL, DIED COMEAT LIMITED, JUNE 1963.

BORN IN 1914, M. VANDER LINDEN WAS EDUCATED AT CENTRAL UNIVERSITY OF IOWA AND WHITTIER COLLEGE IN CALIFORNIA.

FROM 1945 TO 1946 HE SERVED WITH THE UNITED STATES ARMY AS AN INFANTRY SERGEANT. HE JOINED REMAIL IN 1947.

BEGINNING AS A SALES REPRESENTATIVE IN OREGON, HE WAS PROMOTED TO CHAIN STORE SALES, DEPARTMENT MANAGER OF THE TOILETRIES AND PURE FOOD DEPARTMENTS AND SALES PROMOTION MANAGER. IN 1955 HE WAS ELECTED TO THE

BOARD OF DIRECTORS AND APPOINTED VICE PRESIDENT IN CHARGE OF MARKETING

FOR REMAIL CANADA. IN 1957 REMAIL BECAME EXECUTIVE VICE PRESIDENT AND IN 1962

VICE PRESIDENT OF CANADIAN OPERATIONS.

IN 1960 MR. VANDER LINDEN LEFT THE TERRITORY OF THE REMAIL PRODUCTS REACHED

SALES MANAGER. UNDER HIS DIRECTION THE SALES OF REMAIL PRODUCTS REACHED

AN ALL TIME HIGH. IN 1961 HE WAS ELECTED TO THE BOARD OF DIRECTORS AND

U.S.A., WHERE REMAILLETTER WAS ELECTED AS A RESULT, AND NOW RETURNS HOME

TO TORONTO TO TAKE OVER HIS RESPONSIBILITIES AS PRESIDENT OF REMAIL

CANADA.